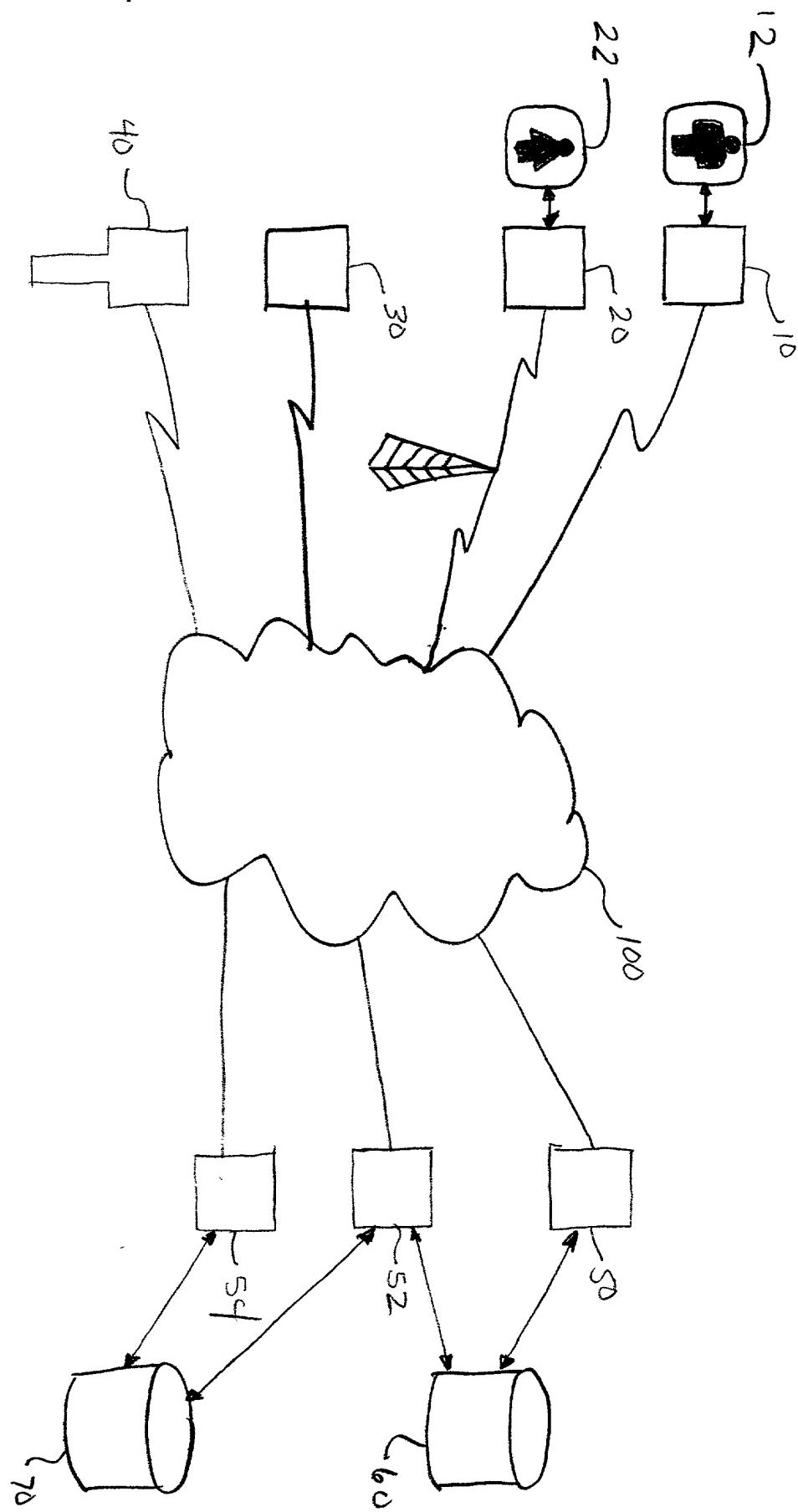
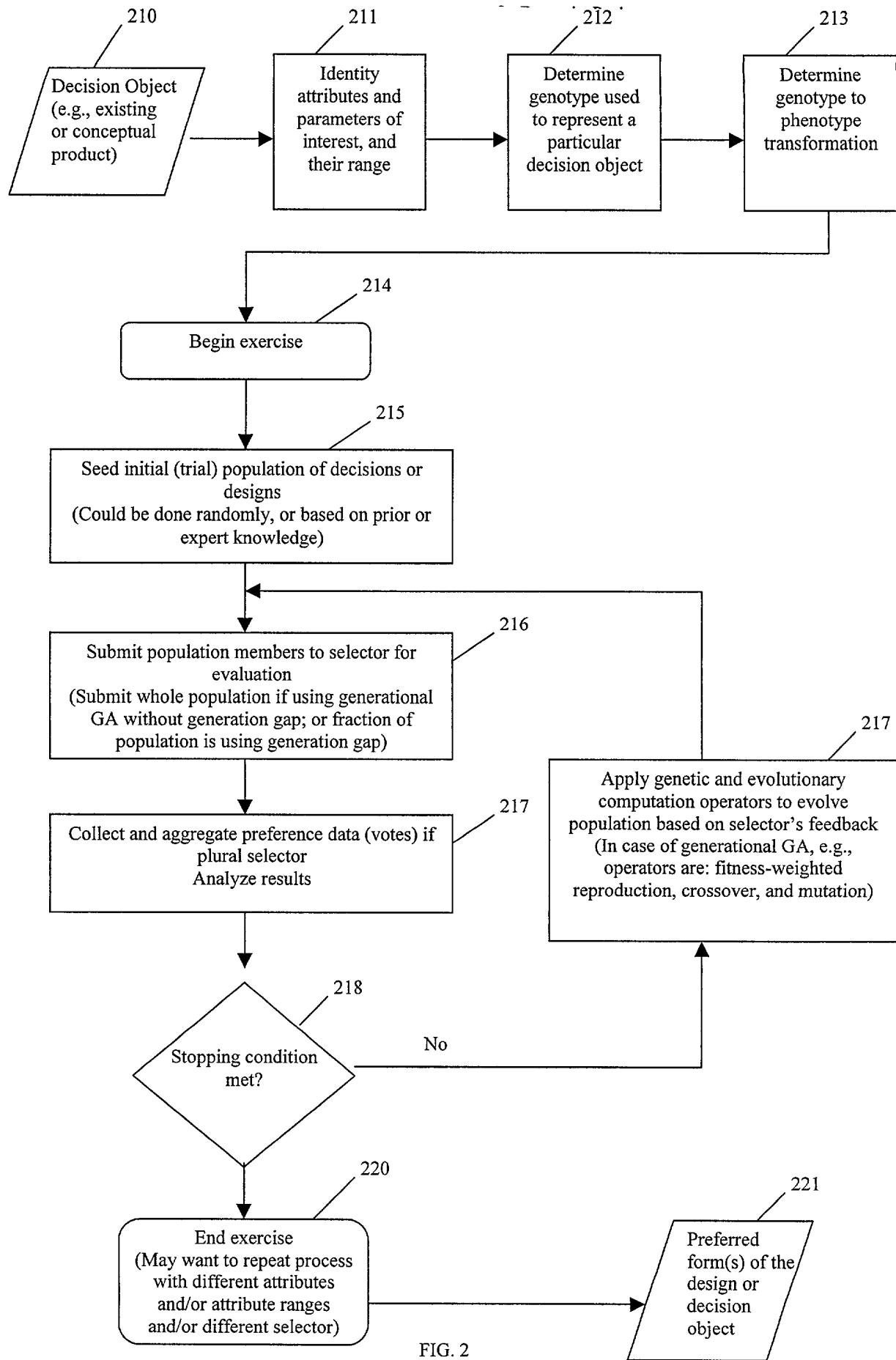


Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US





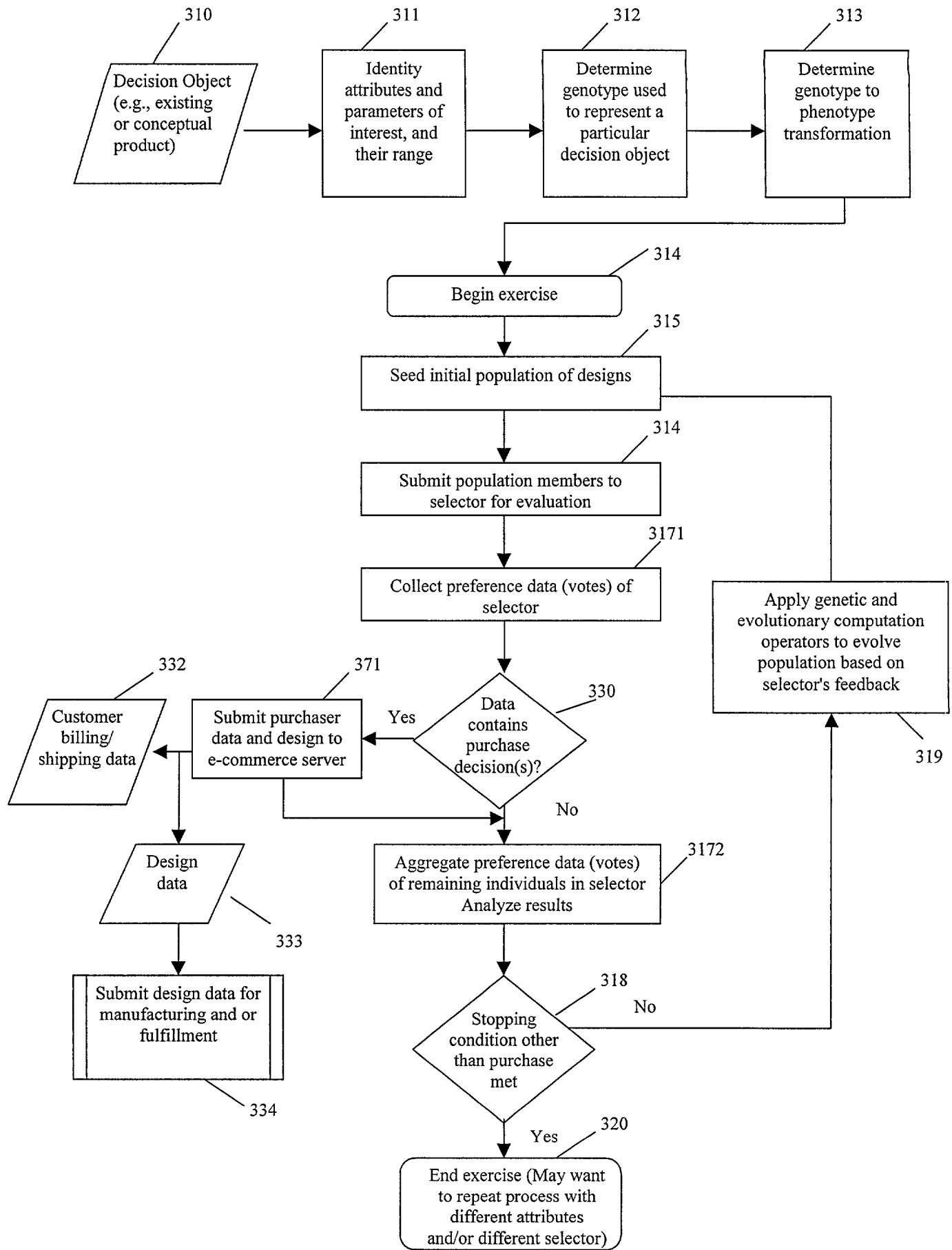


FIG. 3

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

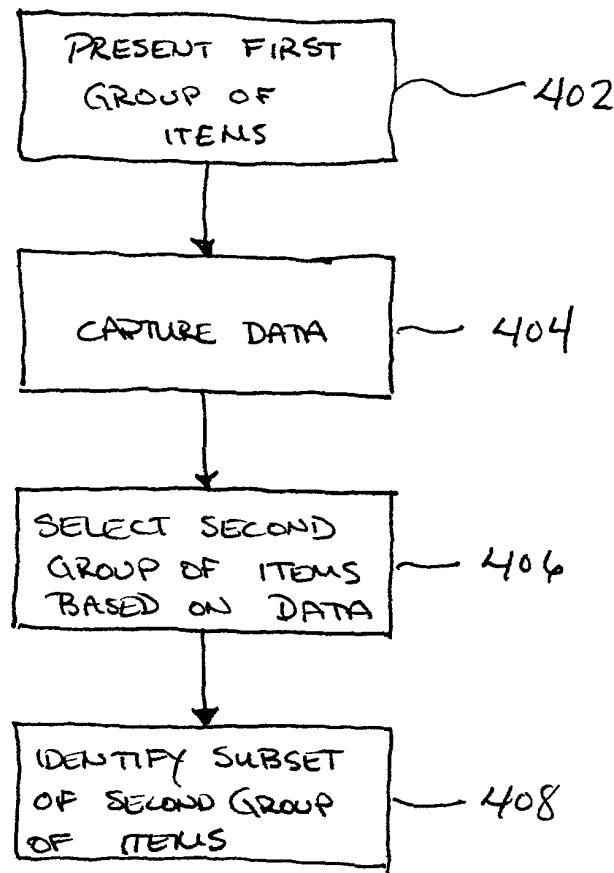


FIG. 4

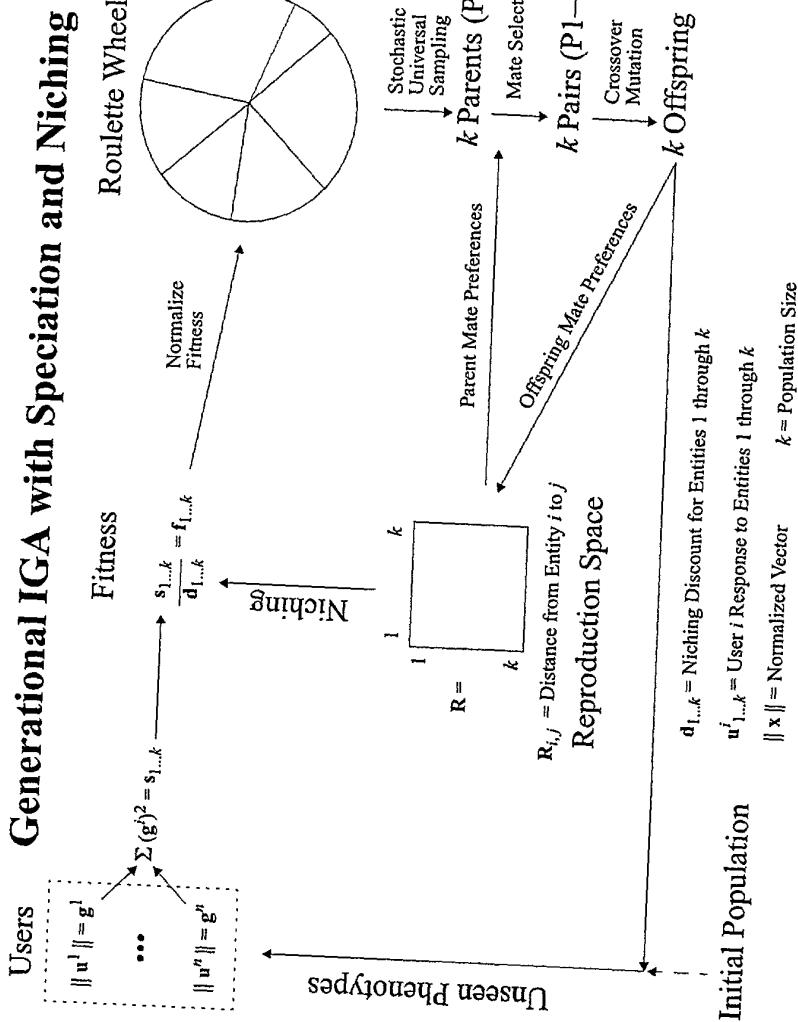


FIG. 4A

Title: Method and Apparatus for Dynamic, Real-
 Time Market Segmentation
 Inventor(s): AFN-001
 Atty Docket No. AFN-001
 Atty/Agent: John D. Lanza
 Express Mail Label No. EL917346544US

Computation of Mating Probabilities

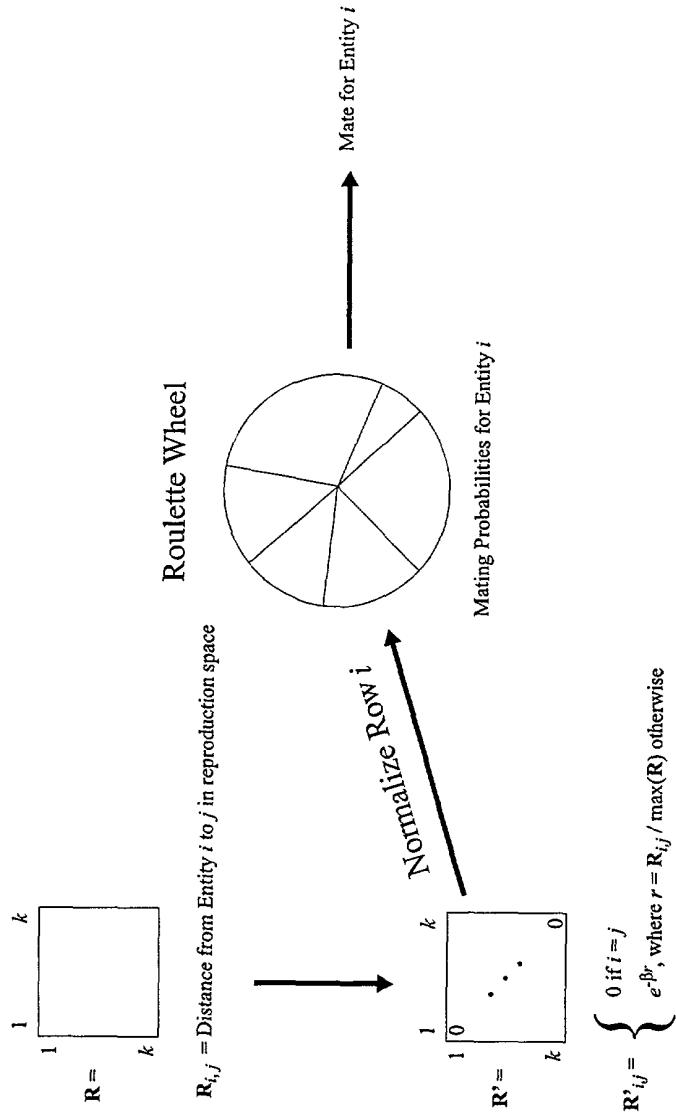


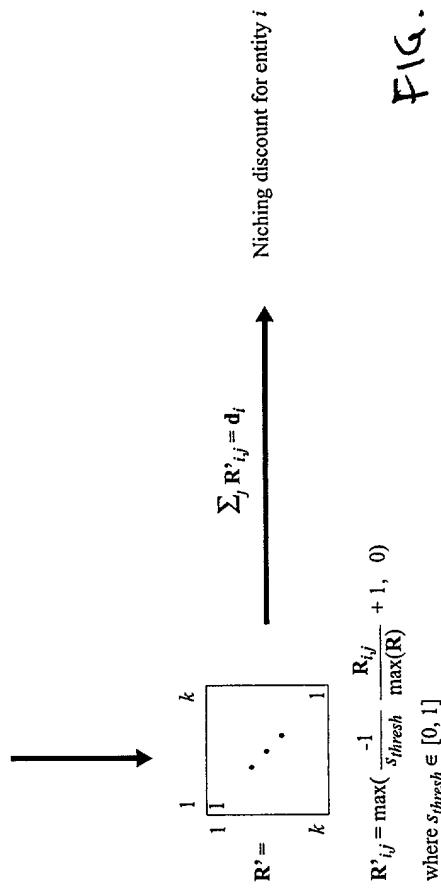
FIG. 4B

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
 Inventor(s): AFN-001
 Atty Docket No. AFN-001
 Atty/Agent: John D. Lanza
 Express Mail Label No. EL917346544US

Computation of Niching (Sharing) Discount

$$\mathbf{R} = \begin{bmatrix} 1 & & & k \\ & \ddots & & \\ & & 1 & \\ & & & k \end{bmatrix}$$

$\mathbf{R}_{i,j}$ = Distance from Entity i to j in reproduction space



$$\mathbf{R}'_{ij} = \max\left(\frac{-1}{s_{thresh}}, \frac{\mathbf{R}_{ij}}{\max(\mathbf{R})} + 1, 0\right)$$

where $s_{thresh} \in [0, 1]$

FIG. 4C

500

2

Affinnova - Registration - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites History Go Links

Address http://www.affinnova.com/register.asp

Affinnova

BECOME A MEMBER!

Create your FREE Affinnova account below.

* Required fields

*EMAIL Address:

*Password:

*Confirm Password:

Gender: Male

Age: 30-34

*Country: Please choose your country:

*ZIP Code (US Only):

Household Income: Please choose your income range

Send email to remind me to vote:

Send email to update me on Affinnova:

Automatically log me in:

Home My Affinnova About Affinnova Instructions
© 2001 Affinnova, Inc. Cambridge, Massachusetts Privacy Policy
http://www.affinnova.com Internet

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FIG. 5

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Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

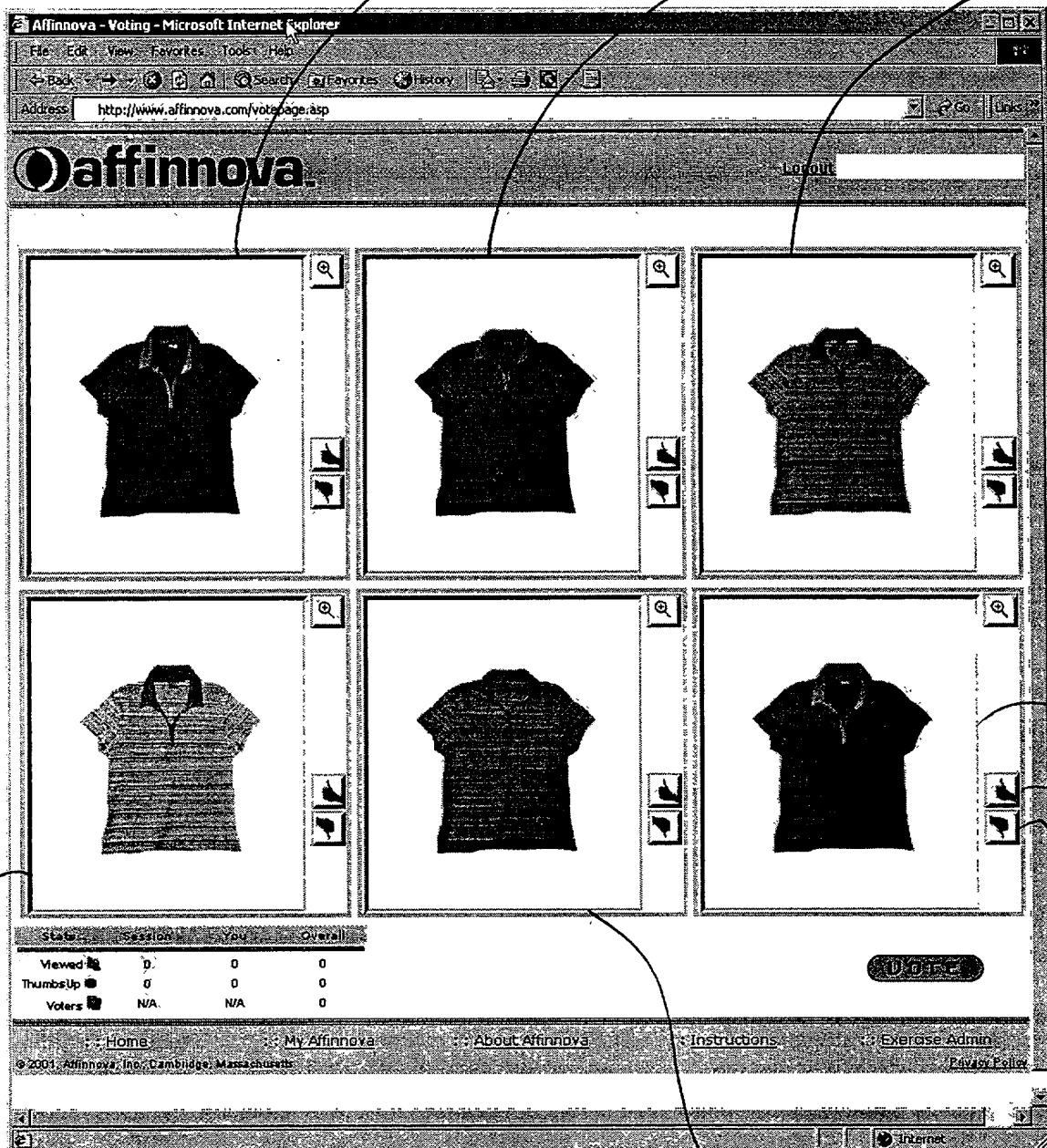
A screenshot of a Microsoft Internet Explorer browser window displaying the Affinnova website. The address bar shows <http://www.affinnova.com/> and the page is titled /default.asp. The main content area features the Affinnova logo and a welcome message for 'kmalek@newcogen.com' dated 'October 17, 2001'. A sidebar on the left is titled 'My Affinnova' with options 'Edit registration' and 'Send comments'. The central content area is titled 'Welcome' and 'Affinnova wants your ideas on improving products, including: , and many other brands.' Below this is a 'Vote Now!' section with a table showing poll results:

Vote On	Voters	Votes
<u>Polo Shirt</u>	0	0
<u>Affinnova Tshirt</u>	1	204
<u>Apparel Demo</u>	0	0
<u>Demo</u>	0	0
<u>Demo - No Color</u>	0	0
<u>Demo - No Color</u>	3	2040
<u>Color, Reverse Width Genes</u>		

At the bottom of the page are links to 'Home', 'My Affinnova', 'About Affinnova', 'Instructions', 'Exercise Admin', and 'Privacy Policy'. The browser status bar shows 'Internet'.

FIG. 6

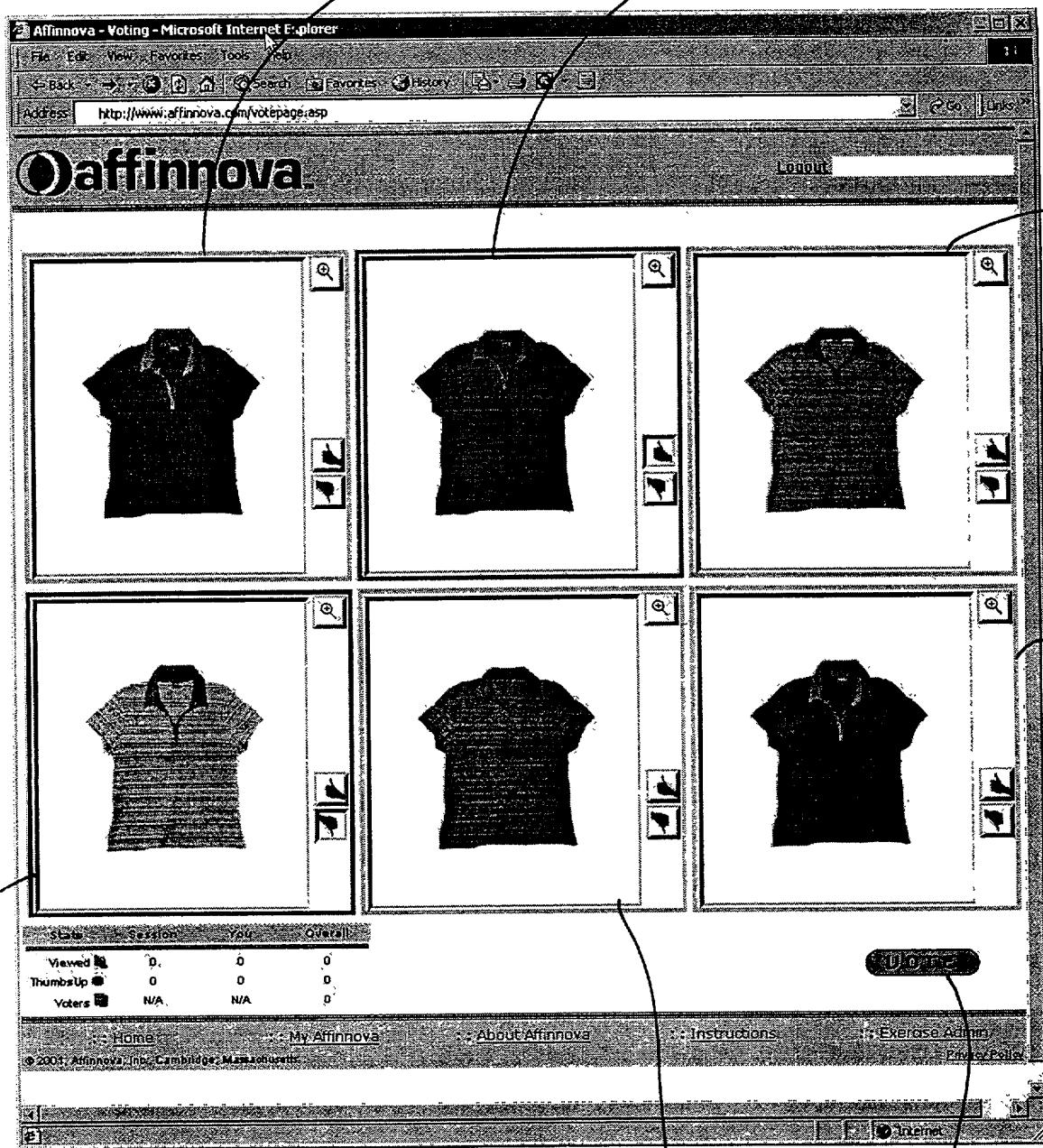
Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
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FIG. 7

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
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Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
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FIG. 7A

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Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

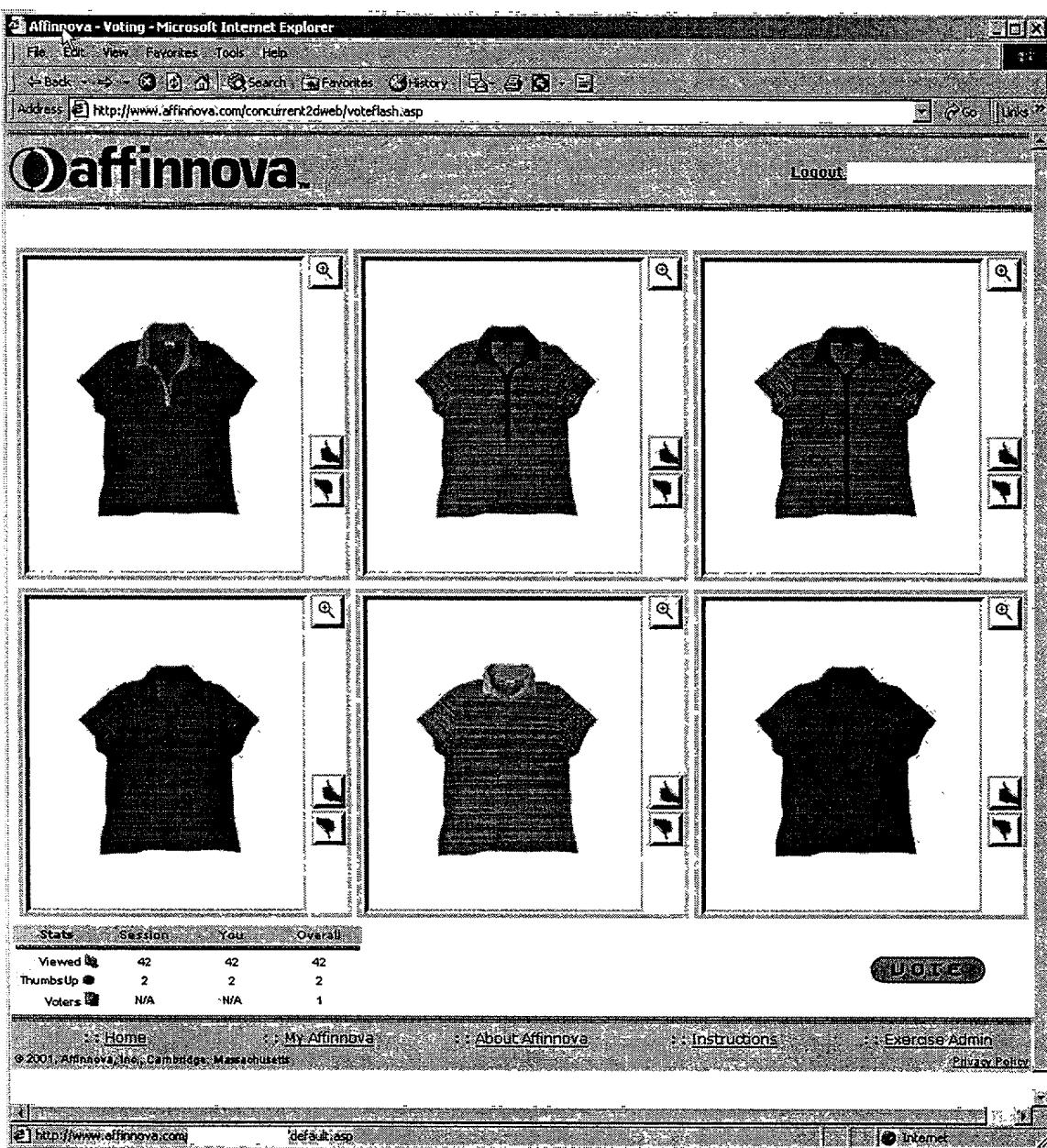


FIG. 7B

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

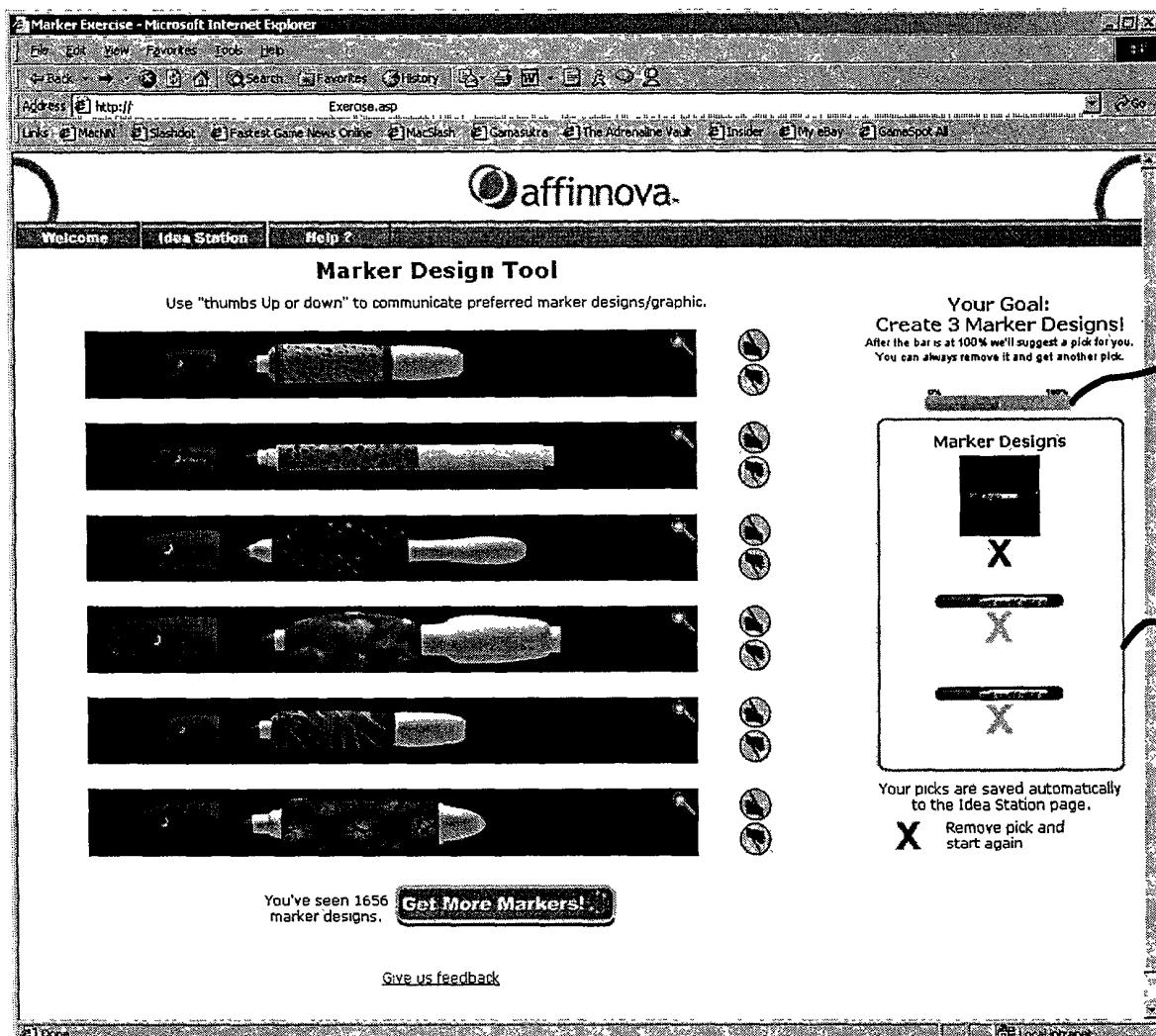


FIG. 7C

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

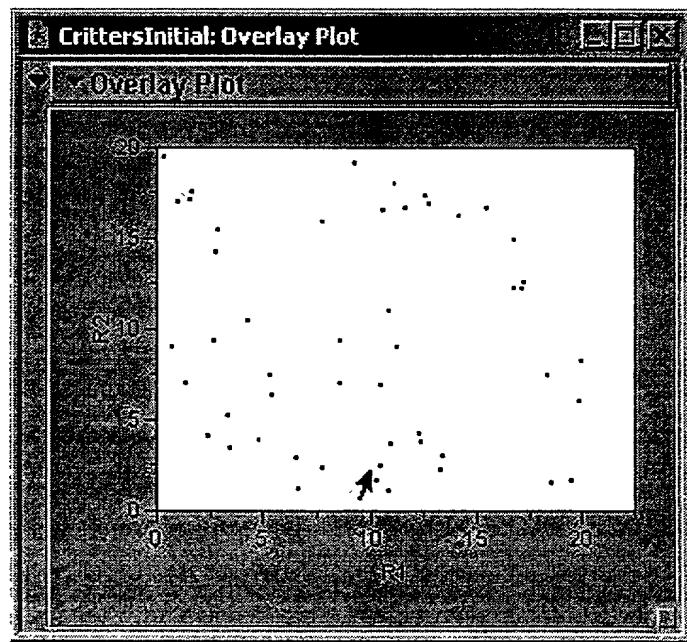


FIG. 8

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

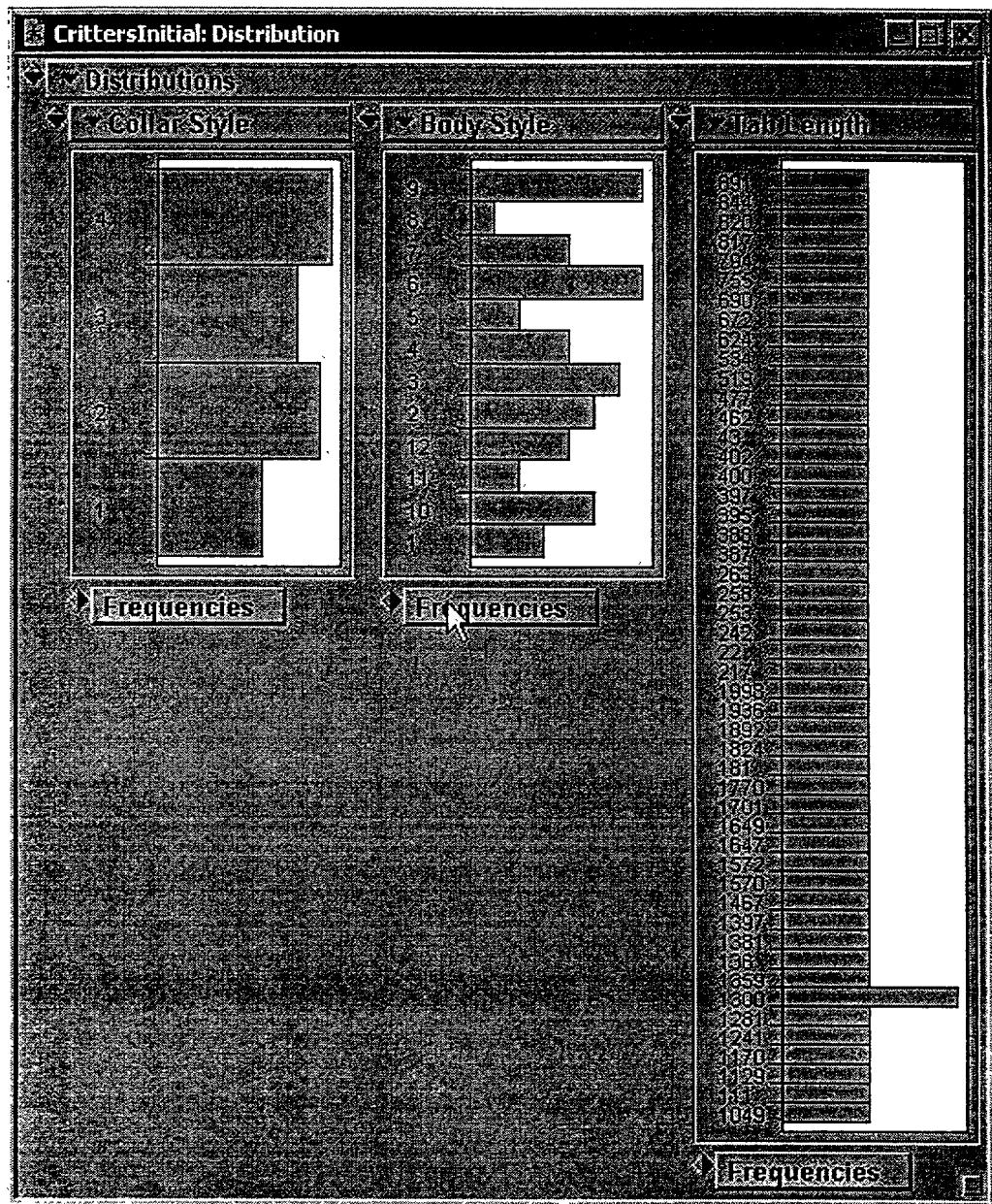


FIG. 9

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

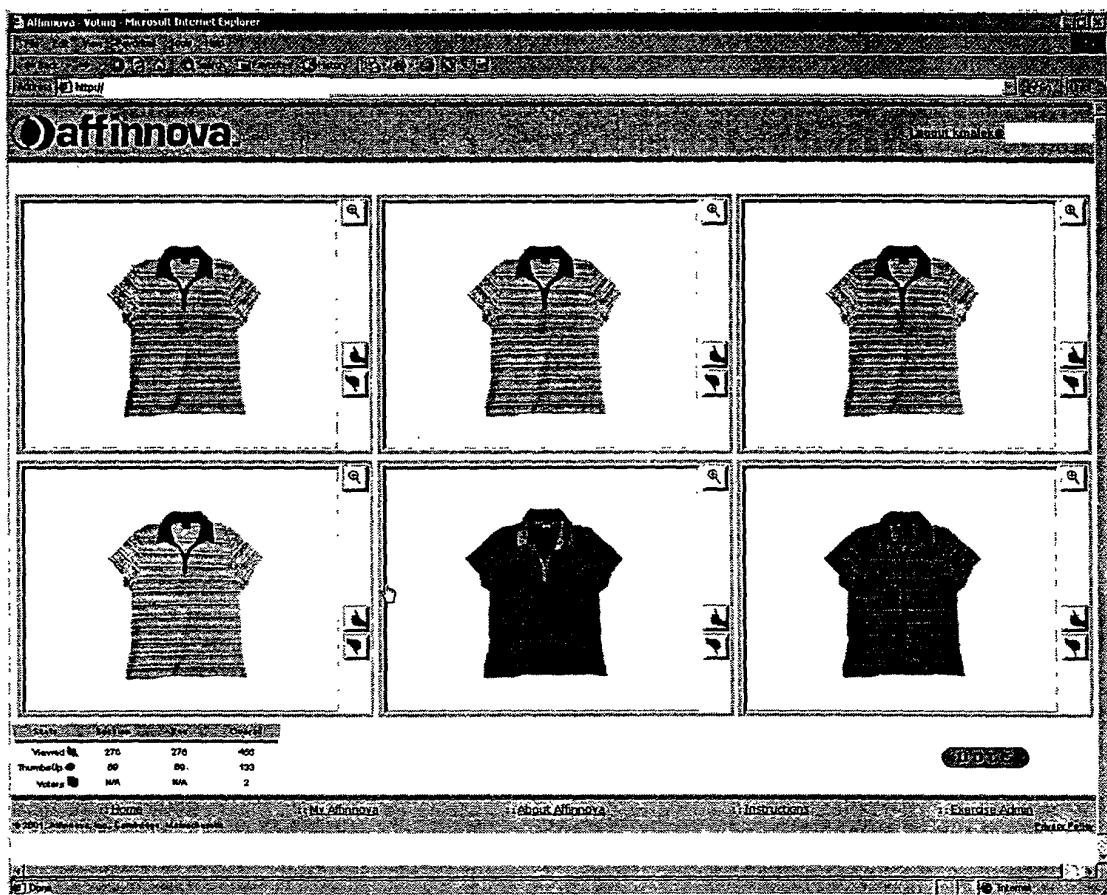


FIG. 10

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

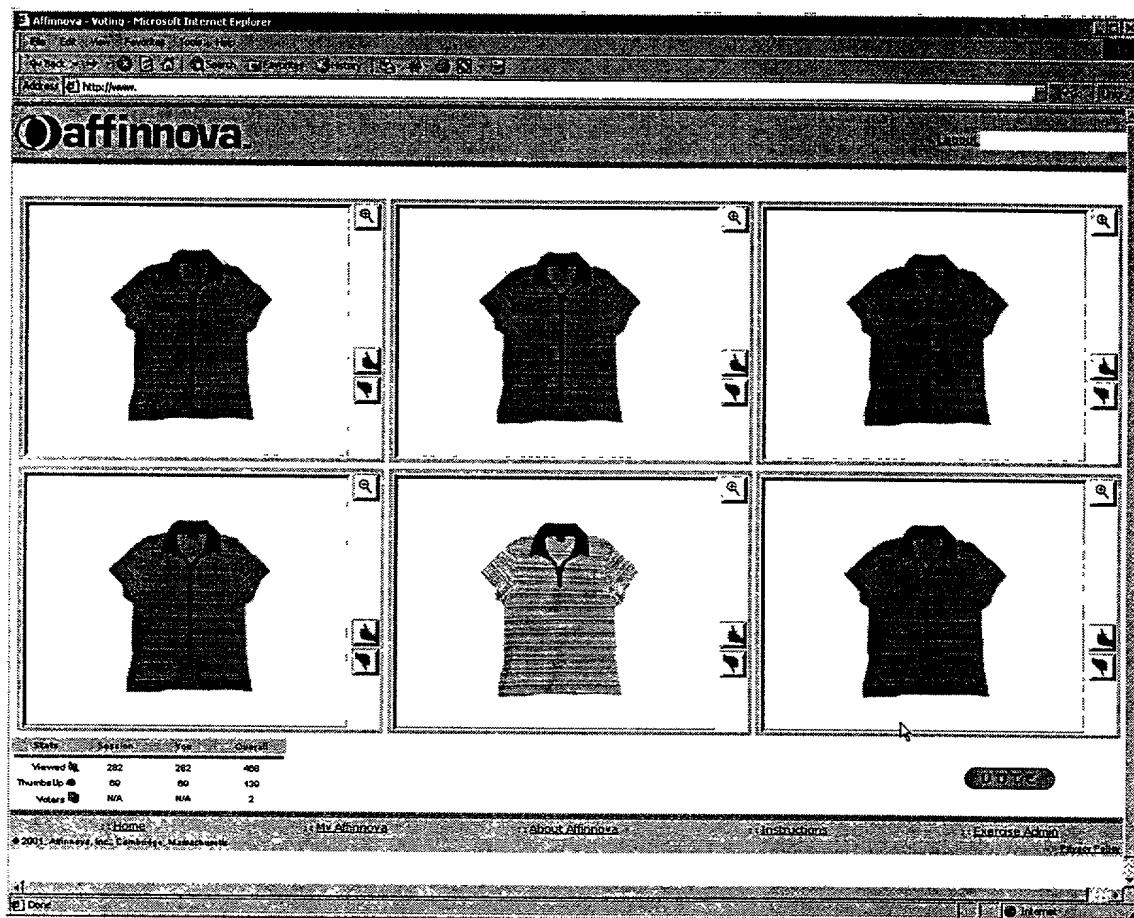


FIG. 11

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
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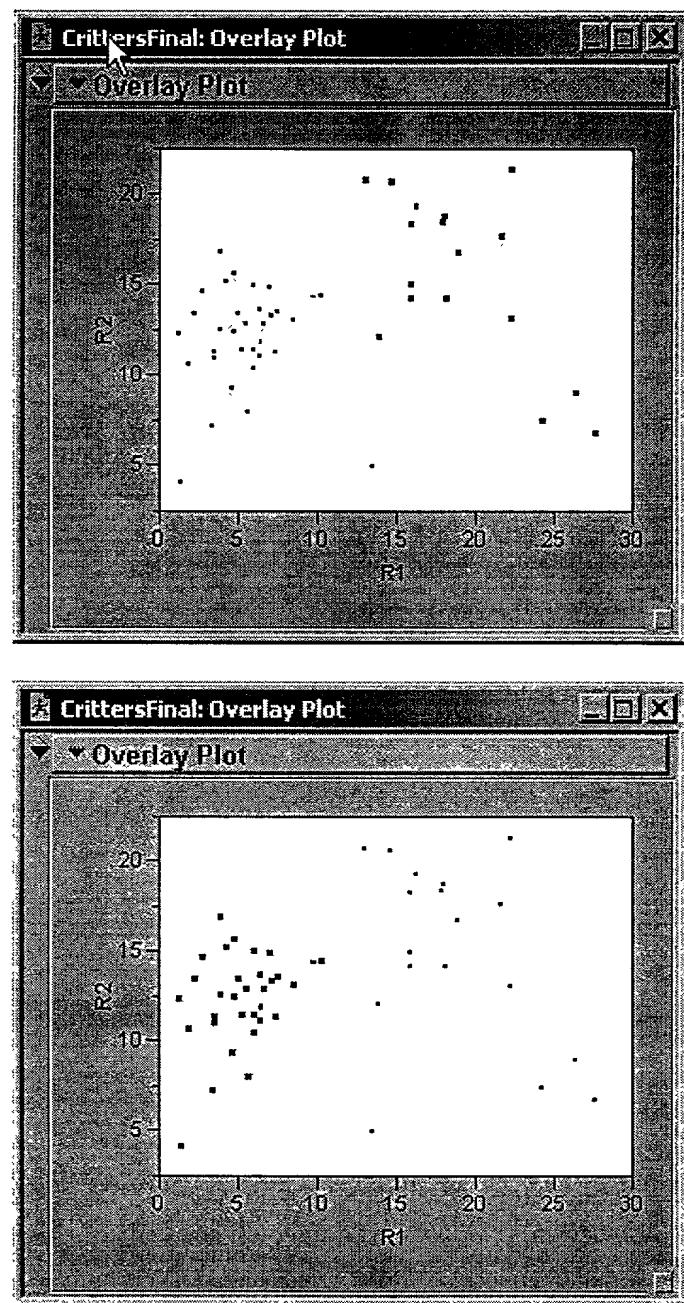


FIG. 12

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

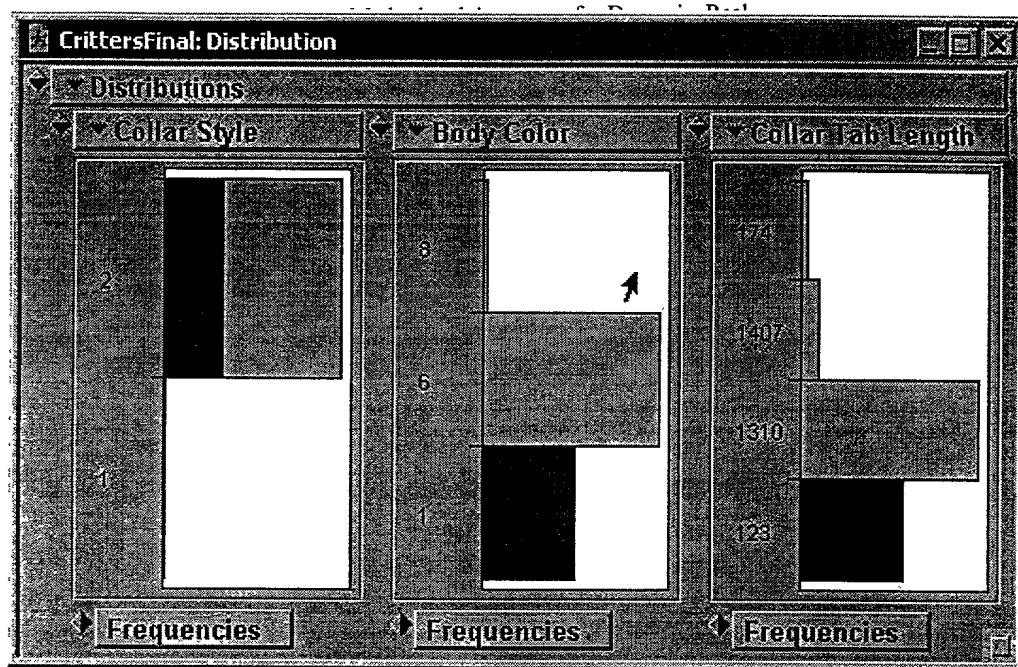


FIG. 13

Title: Method and Apparatus for Dynamic, Real-Time Market Segmentation
Inventor(s): AFN-001
Atty Docket No. AFN-001
Atty/Agent: John D. Lanza
Express Mail Label No. EL917346544US

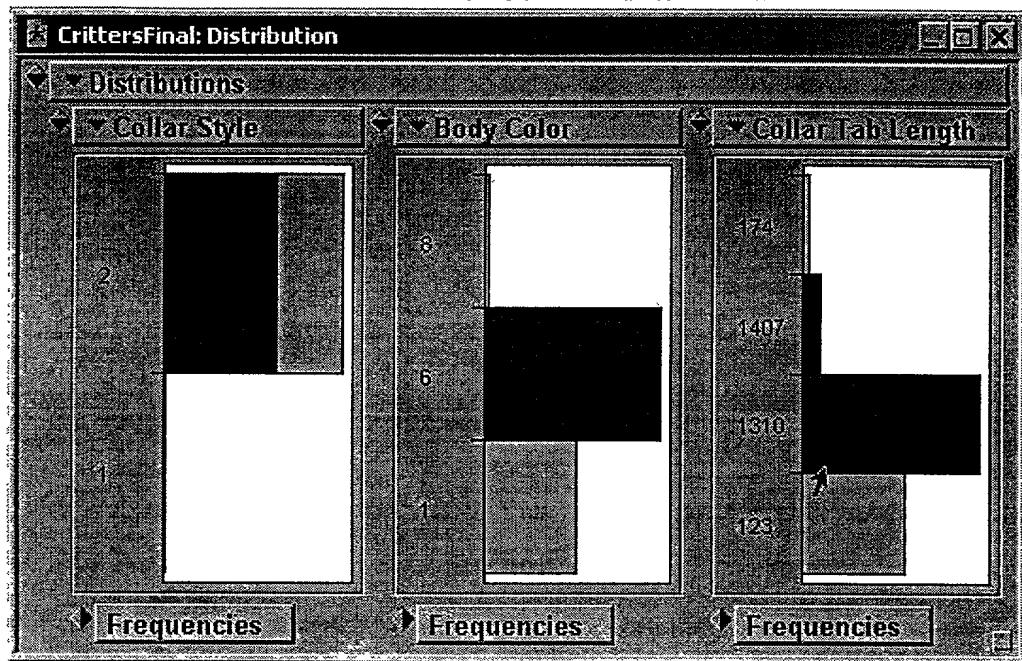


FIG. 14